

Rep Order# 9803226 Ver# 9 Status Revised  
EC'd Yes

Traffic Order# 54523

Printed: 10/24/2012 8:12 AM  
Last Received: 10/23/2012 8:52 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product PRIORITIES USA ACTIO  
Estimate# 1566  
Buyer Media Placement  
Phone#  
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA  
1322 G ST SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 321/340/1566  
Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED LINES 8-29. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*28	TU	2P-3P	TALK-CBS	:30	\$650.00	10/23-10/23	1	1	1	\$650.00	
		Sales Remark: V9 1X OK										
		V7 Comment Changed, Spots/week Changed										
		V9 Comment Changed, Spots/week Changed										
	*29	W	3P-4P	LETS-DEAL1-CBS/LETS-DEAL2-CBS	:30	\$650.00	10/24-10/24	0	0	0	\$0.00	
		Sales Remark: V9 1X NA										
		V9 Comment Changed, Spots/week Changed										
	*50	W-F	5A-530A	NEWS	:30	\$650.00	10/24-10/26	1	1	1	\$650.00	
		V7 Added										

---REPORT TOTALS---

Report Totals: 2 / \$1,300.00

---SALES MONTHLY TOTALS---

Oct 12: 25 / \$33,925.00 Nov 12: 3 / \$5,000.00

Sales Totals: 28 / \$38,925.00

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Station Totals: 28 / \$38,925.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$139,018	CABL 0%	EKRC 5%	UNKN 0%	WBQC 0%	WCPO 23%
		WKRC 28%	WLWT 24%	WSTR 4%	WXIX 16%	

Books null  
Demos RA35+

Rep Order# 9803226 Ver# 8 Status Returned  
EC'd Yes

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--- REMARKS ---

pls see lines 28 & 29

spot out on 10/24 not 10/23

t/r

lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*28	TU	2P-3P	TALK-CBS	:30	\$650.00	10/23-10/23	0	0	0	\$0.00	
		Station Remark: V8 spot on 10/23 will air it's spot on 10/24 that is out on line 29.										
		V7 Comment Changed, Spots/week Changed										
	*50	W-F	5A-530A	NEWS	:30	\$650.00	10/24-10/26	1	1	1	\$650.00	
		V7 Added										
	*29	W	3P-4P	LETS-DEAL1-CBS/LETS-DEAL2-CBS	:30	\$650.00	10/24-10/24	1	1	1	\$650.00	
		Station Remark: V8 spot on 10/24 is out not 10/23 same mg 5-530a ncir w/o 10/22										

---REPORT TOTALS---

Report Totals: 2 / \$1,300.00

---SALES MONTHLY TOTALS---

Oct 12: 25 / \$33,925.00

Nov 12: 3 / \$5,000.00

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Sales Totals: 28 / \$38,925.00  
Station Totals: 28 / \$38,925.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$139,018	CABL	0%	EKRC	5%	UNKN	0%	WBQC	0%	WCPO	23%
		WKRC	28%	WLWT	24%	WSTR	4%	WXIX	16%		

Books null  
Demos RA35+

Rep Order# 9803226 Ver# 7 Status Revised  
EC'd Yes

Traffic Order# 54523

Printed: 10/23/2012 3:19 PM  
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--- REMARKS ---

REVISED ORDER. NOTE-MKGD FOR LINE 28 OK. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*28	TU	2P-3P	TALK-CBS	:30	\$650.00	10/23-10/23	0	0	0	\$0.00	
				Sales Remark: V7 1X NA								
				V7 Comment Changed, Spots/week Changed								
	*50	W-F	5A-530A	NEWS	:30	\$650.00	10/24-10/26	1	1	1	\$650.00	
				Sales Remark: V7 MKGD								
				V7 Added								

---REPORT TOTALS---

Report Totals: 1 / \$650.00

---SALES MONTHLY TOTALS---

Oct 12: 25 / \$33,925.00 Nov 12: 3 / \$5,000.00

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		WKRC 28%	WLWT 24%	WSTR 4%	WXIX 16%	

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Books null  
Demos RA35+

Rep Order# 9803226 Ver# 6 Status Returned  
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--- REMARKS ---

pls see line 28 mg for this week

t/r

lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*28	TU	2P-3P	TALK-CBS	:30	\$650.00	10/23-10/23	1	1	1	\$650.00	
		Station Remark: V6 1x na 10/24 no time mg wed-fri 5-530a w/o 10/22 ncir										

---REPORT TOTALS---

Report Totals: 1 / \$650.00

---SALES MONTHLY TOTALS---

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**Connell II, Jim**

**From:** ahoff@local12.com  
**Sent:** Monday, October 22, 2012 2:34 PM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Priorities USA Action - 54523

Station: WKRC-TV

**Order Information:**

Order #: 54523  
Order Total: \$38,925.00  
Agency: Mundy Katowitz Media  
Advertiser: Priorities USA Action  
Product: PRIORITIES USA ACTION  
Alternate Order #: 09803226  
Estimate #: 1566  
Flight Dates: 10/23/12 - 10/29/12  
Demo: Adults 35+

28

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

**Preempted Spot Information (54523-24-1):**

Rate: \$650.00  
Air Date: Wed 10/24/12  
Eligible Days: --W-----  
Inventory Code: Let's Make a Deal  
Inventory Description: Let's Make a Deal  
Inventory Code Time: 3:00 PM-4:00 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/ Notice  
Preempt Reason: No Avail

ix. Wed-Fri 5:30-6:00 PM  
w/ 10/22 NME

# Spot Manager: All, 10/23/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: WKRC-TV												
Order: 54523												
Line: 1												
10/23/12	Tuesday	5:14:36 AM	:30	\$725.00	PRATV1	5a Good Morn Cincinna	(5:00:00 AM-5:30:00 AM)	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$725.00								
Line: 2												
10/24/12	Wednesday	5:13:44 AM	1:00	\$1,450.00	PRATV1	5a Good Morn Cincinna	(5:00:00 AM-5:30:00 AM)	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$1,450.00								
Line: 4												
10/25/12	Thursday	5:42:37 AM	:30	\$850.00	SWEEP:5a	Good Morn Cincinna	(5:30:00 AM-6:00:00 AM)	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$850.00								
Line: 6												
10/26/12	Friday	6:05:41 AM	1:00	\$2,000.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 AM)	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$2,000.00								
Line: 7												
10/23/12	Tuesday	6:51:06 AM	:30	\$1,000.00	PRATV1	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$1,000.00								
Line: 8												
10/25/12	Thursday	6:51:52 AM	1:00	\$2,000.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$2,000.00								
Line: 11												
10/26/12	Friday	7:58:55 AM	1:00	\$1,400.00		CBS This Morning	(7:00:00 AM-7:30:00 AM)	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$1,400.00								
Line: 13												
10/23/12	Tuesday	7:55:23 AM	:30	\$700.00	PRATV1	CBS This Morning	(7:30:00 AM-8:00:00 AM)	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$700.00								
Line: 14												
10/25/12	Thursday	7:58:56 AM	:30	\$700.00		CBS This Morning	(7:30:00 AM-8:00:00 AM)	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$700.00								
Line: 15												
10/24/12	Wednesday	8:19:00 AM	1:00	\$1,400.00	PRATV1	CBS This Morning	(8:00:00 AM-8:30:00 AM)	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$1,400.00								
Line: 17												
10/23/12	Tuesday	8:43:25 AM	:30	\$700.00	PRATV1	CBS This Morning	(8:30:00 AM-9:00:00 AM)	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$700.00								
Line: 18												
10/25/12	Thursday	10:15:25 AM	1:00	\$900.00		M-F 10a-11a	10:00 AM-11:00 AM	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$900.00								
Line: 20												
10/25/12	Thursday	12:03:27 PM	1:00	\$3,200.00		Local 12 News at Noon	12:00 PM-12:30 PM	PRIORITIES USA ACTIO 1566		P-1	1	MWASH

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 10/23/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: WKRC-TV												
Order: 54523												
Line: 20												
				\$3,200.00							1	
Line: 23												
10/23/12	Tuesday	2:59:12 PM	:30	\$650.00	PRATV1	The Talk	2:00 PM-3:00 PM	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$650.00							1	
Line: 25												
10/29/12	Monday	1:05:36 PM	:30	\$1,500.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 P	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$1,500.00							1	
Line: 26												
10/25/12	Thursday	5:28:10 PM	:30	\$1,600.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 P	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$1,600.00							1	
Line: 27												
10/29/12	Monday	5:35:41 PM	:30	\$1,800.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	PRIORITIES USA ACTIO 1566		P-1	1	MWASH
				\$1,800.00							1	
Line: 28												
10/26/12	Friday	5:27:41 PM	:30	\$2,000.00		6p Local 12 News at Six	6:00 PM-6:30 PM	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$2,000.00							1	
Line: 29												
10/25/12	Thursday	7:43:22 PM	:30	\$1,400.00		M-F 730p-8p	7:30 PM-8:00 PM	PRIORITIES USA ACTIO 1566		P-3	1	MWASH
				\$1,400.00							1	
Line: 30												
10/23/12	Tuesday	11:30:10 PM	:30	\$2,500.00	PRATV1	11p M-Su Local 12 New	11:00 PM-11:35 PM	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$2,500.00							1	
Line: 31												
10/25/12	Thursday	11:34:00 PM	1:00	\$5,000.00		11p M-F Local 12 News	11:00 PM-11:35 PM	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$5,000.00							1	
Line: 32												
10/24/12	Wednesday	11:58:30 PM	:30	\$850.00	PRATV1	Letterman	11:35 PM-12:35 XM	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$850.00							1	
Line: 34												
10/29/12	Monday	11:46:30 PM	1:00	\$1,700.00		Letterman	11:35 PM-12:35 XM	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$1,700.00							1	
Line: 35												
10/24/12	Wednesday	12:00:40 XM	:30	\$350.00	PRATV1	Late Late Show	12:35 XM-1:35 XM	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$350.00							1	
Line: 36												
10/24/12	Wednesday	1:46:03 XM	1:00	\$500.00	PRATV1	430-5a News	4:30 XM-5:00 XM	PRIORITIES USA ACTIO 1566		P-1	1	MWASH
				\$500.00							1	

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Advertiser: Priorities USA Action

Agency: Mundy Katowitz Media

Station: WKRC-TV

Order: 54523

Line: 38

10/27/12	Saturday	7:06:18 AM	:30	\$700.00		6a-8a Local 12 News S	(7:00:00 AM-7:30:00 A	PRIORITIES USA ACTIO 1566		P-1	1	MWASH
				\$700.00							1	

Line: 39

10/27/12	Saturday	7:57:56 AM	:30	\$700.00		6a-8a Local 12 News S	(7:30:00 AM-8:00:00 A	PRIORITIES USA ACTIO 1566		P-1	1	MWASH
				\$700.00							1	

Line: 41

10/26/12	Friday	5:06:42 AM	:30	\$650.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$650.00							1	
				\$38,925.00							28	
				\$38,925.00							28	
				\$38,925.00							28	
				\$38,925.00							28	
				\$38,925.00							28	
				\$38,925.00							28	

[Filtered by: ] [Sorted by: Station]